

SRI VENKATESWARA UNIVERSITY
B.A. TOURISM
(HISTORY, EPIGRAPHY AND TOURISM AND MUSEOLOGY)
FIRST YEAR - SECOND SEMESTER
(Under CBCS W.E.F. 2020-21)
Course - 2: FUNDAMENTALS OF TOURISM

SYLLABUS

- Unit - I :** Historical and Archaeological Monuments as Tourist attractions – Performing Arts – Dance and Music – Art Galleries – Museums – Yoga and Health Centres as Tourist Products
- Unit - II :** Tourism Promotion and Marketing – Advertising and Publicity – Tools of Publicity – Print and Electronic Media - Tour Operators – Travel Agency – Tourist Guide – Passport – Visa – ITDC – APTDC.
- Unit – III :** Modes of Travel and Transport in Tourism – Development of means of Transport – Rail, Water, Air Transport – Role of Transport in Tourism Development.
- Unit - IV :** Various Types of Accommodation at Tourist Destinations – Hotels – Heritage Hotels - Motels – Resorts – Guest Houses – Youth Hostels – Indian Cuisine - Entertainments
- Unit - V :** A.P Tourism – History and Development of A.P. Tourism – Srisailam- Lepakshi – Pusphagiri – Draksharamam – Mukhalingam – Araku Valley.

SUGGESTED READINGS

1. **A.K. Bhatia** Tourism Development – Principles and Practices
2. **A.K. Bhatia** Tourism in India
3. **P.N. Seth** Successful Tourism Management
4. **George Young** Tourism – Blessing or Blight
5. **Ram Acharya** Tourism in India
6. **F.R. Allchin** Cultural Tourism in India – its Scope and Development
7. **E. Sivanagi Reddy** **Andhrapradeshlo Tourism Vanarulu, Avakasalu (Telugu)**

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MODEL QUESTION PAPER

Time : 3 hours

Max Marks : 75

SECTION –A

Answer any **FIVE** of the following
Each Question carries **Five** Marks

5X5=25 Marks

1. Amaravati Stupam.
2. Art Galleries as Tourist Products.
3. Tourist Guide.
4. APTDC.
5. Air Travel.
6. Heritage Hotels.
7. Motels.
8. Lepakshi.

SECTION – B

Answer **ALL** the questions
Each Question carries **TEN** marks

5X10=50 Marks

9. a. Write a note on Historical Monuments as Tourist attractions.

OR

- b. Discuss the importance of Museums for the promotion of Tourism.

10. a. Explain the role of Advertising and publicity in the development of Tourism.

OR

b. Examine the importance of Travel Agency in the promotion of Tourism.

11. a. Assess the importance of Railways in the development of Tourism.

OR

b. Discuss the role of Transport facilities in Tourism development.

12. a. Write a brief note on different types of Accommodation at Tourist destinations.

OR

b. Write about Indian Cuisine as Tourist attraction.

13. a. Explain the development of Tourism in Andhra Pradesh.

OR

b. Write a note on Srisailem as an importance centre of Cultural Tourism.